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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

Proceeding	92050789
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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

NARTRON CORPORATION

Petitioner,

v.

Cancellation No. 92050789

HEWLETT-PACKARD
DEVELOPMENT COMPANY, L.P.,

Respondent.

EXHIBIT 10



HP solutions for the
automotive industry
Greater agility for the road ahead



Globally, the automotive industry is experiencing catalytic change.

Automakers and their suppliers face many significant challenges, including intense competition, excess capacity, and pressure to reduce costs in the supply chain. There is a growing need for virtual product design and faster time to market. Electronics and software in the vehicle require innovative solutions, as do new vehicle build-to-order capabilities. In addition, global markets are expanding, outsourcing is on the rise, and there is an increasing need for IT—but with decreasing IT dollars.

One of the ways companies can address these challenges is by building greater efficiencies into the business and IT environment. HP solutions for the automotive industry help companies create what we call an Adaptive Enterprise, where business and IT are synchronized to capitalize on change. In an Adaptive Enterprise, IT and business processes become truly integrated—in a way that fosters a flexible response to competitive pressures, market demands, and constant change. When applied to strategic areas of the automotive value chain—such as product design; procurement, supply, and manufacturing; and marketing, sales, and service—this approach allows a company to adapt quickly as customer, supplier, and business needs change.

HP solutions for the automotive industry can help automakers accomplish key goals such as reducing cost per vehicle, introducing new products and services faster, aligning production and delivery capacities with actual customer demand, and supporting expansion plans in new growth markets.

HP solutions for radio-frequency identification (RFID)

HP, an early adopter of radio-frequency identification (RFID) technology, deploys RFID technology in specific areas across its supply chain. HP can help companies develop RFID solutions for innovative uses in the automotive industry as well. With proven experience in RFID, HP provides the technology, solutions, and partnerships that can help automotive companies investigate areas where RFID can help them create greater efficiencies, lower costs, comply with mandates—and, in specific supply chain areas, increase competitive advantage.



Meeting today's challenges with experience and innovation

As a leading provider of IT business solutions to the automotive industry, HP works with companies in this industry, from OEMs to suppliers, and understands the most pressing challenges of the industry. We focus on meeting these challenges through the integration and collaboration of IT and business processes in pivotal points across the automotive supply chain.

End-to-end solutions across the portfolio

HP solutions for the automotive industry span the full lifecycle of automotive products—from initial design, testing, procurement, and sourcing to manufacturing, warranty, and after-sale service. In each of these areas, HP provides consulting and system integration services as a comprehensive, full-service, end-to-end offering.

- Strategy and business consulting
- Process innovation and optimization
- IT organization and alignment; CIO function best practices
- System integration and global rollouts
- Information technology, including outsourcing
- Project and program management



Product development and product lifecycle management

HP automotive solutions for product lifecycle management (PLM) are designed to help companies enable timely information flow within their organization and with suppliers by simplifying, securely exposing, and integrating the use of product and process data across all functions. These solutions address business process needs, employing PACE (Product and Cycle-time Excellence)-PLC Resource Management and CMII Configuration Management. In addition, they address application integration and deployment through PLM appliance and IT infrastructure solutions, including specific tuning, security, and manageability for PLM. HP partnerships in product development and product lifecycle management for the automotive industry include SAP, PTC, EDS, MatrixOne, Dassault, and Oracle®.

Key benefit: HP PLM services and solutions help automotive companies integrate processes and decrease time to market—while increasing collaboration and quality.

Manufacturing and extended supply chain

HP automotive solutions for manufacturing and extended supply chain are tailored to automakers' needs through strategic partnerships with companies such as SAP, Oracle, and Microsoft®. For example, the HP and SAP joint solution creates a streamlined, optimized supply chain that integrates end-to-end processes—from ERP, sourcing, and procurement to supplier collaboration and build-to-order manufacturing. These solutions include supply chain management solutions for the automotive industry, Collaborative Business Infrastructure (CBI.Net) services, and supply chain integration services.

Key benefit: HP solutions for manufacturing and extended supply chain help companies increase efficiencies, reduce costs across the supply chain, increase profitability, optimize processes, and reduce cycle time.

Marketing, sales, and service

HP solutions for marketing, sales, and service help companies manage customer and channel relationships and extend customer loyalty by integrating customer interactions across multiple or many channels. These solutions include partnerships with SAP, Siebel Systems, and Oracle and address dealer management, dealer systems infrastructure, and telematics back-office systems and infrastructure.

Key benefit: HP solutions for automotive marketing, sales, and service help companies execute a flexible, scalable environment that enables long-term business and customer growth.

Automotive enterprise integration

HP services for automotive enterprise integration help companies leverage and enhance their current infrastructure investments. These services have a positive impact on profit by improving business performance, operational excellence, and ROI while reducing costs. They include the HP Agility Assessment, infrastructure technology and services such as Collaborative Business Infrastructure (CBI.Net) for Automotive, and partner solutions by HP and SAP, Microsoft, BEA, and PRTM. HP automotive enterprise integration services help companies support innovation and enable innovative processes while minimizing risk that is associated with change. These services are excellent enablers for mergers, acquisitions, collaborations, and divestitures.

Key benefit: HP automotive enterprise integration services improve business and operational processes while reducing costs and improving ROI.

Business process outsourcing

HP helps automotive OEMs and suppliers improve their focus on core competencies by outsourcing processes that are non-strategic and lower-value-added. These services can provide significant cost reduction from labor arbitrage; improved process efficiency, quality, and scale; enrichment of technology; and improved service levels, controls, and transparency.

Key benefit: HP business process outsourcing services reduce costs and improve overall process efficiency.

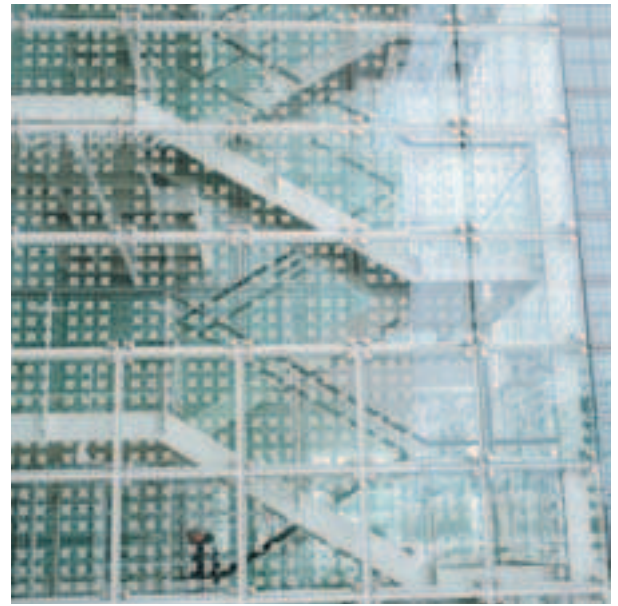


The HP advantage in automotive

HP understands the extended supply chain environment and is uniquely qualified to apply this knowledge to the automotive industry. We ourselves are a very large global manufacturing company—in fact, we manage and run the ninth largest industrial supply chain in the world. HP takes its experience and best practices and shares them with customers. Adding proven, tested processes lowers risk and speeds time to value or increases return on business and IT investment.

HP has strategic alliances and partnerships with leading software and consulting companies, including SAP, PTC, UGS, MatrixOne, Oracle, Siebel, PRTM, Accenture, BearingPoint, Capgemini Group, and Deloitte Consulting. In addition, HP technology, products, and services range from the provision of shop floor PCs, handhelds, and workstations to integrated global enterprise platforms.

HP serves most of the major automotive OEMs and suppliers and has been working with many of them for more than 30 years. We understand the challenges of the automotive industry and have the alliances, partnerships, global resources, and experience that can help you gain operational excellence and innovation in your industry.



Car manuals printed on demand

HP works with partners and its own Indigo Press to create innovative marketing solutions for the automotive industry. For example, HP and Indigo Press have worked with automotive OEMs to develop a process to create car manuals that are designed specifically for the vehicle that the customer is buying. This enables the OEM to print manuals more cost-effectively, and impressively delivers a car manual that is personalized to the customer's specific choice of options. HP has also worked with automakers to create custom marketing pieces targeted to specific customer desires in the form of brochures and other marketing-related collateral. These solutions, based on industry-leading HP printing technology, meet the high quality standards required by car manufacturers.



HP helps automakers see results

HP Services has demonstrated proven success with many of the world's leading automotive companies. Read what a few of their executives have to say:

"We selected the HP, Intel®, and MSC.Software team because we feel they have the configuration expertise and technical solutions to help us architect and install quality computing clusters."

John Picklo, High Performance Computing Manager,
Chrysler Group

"From the beginning, HP Services was a critical partner, providing the technology and solutions that were instrumental to our vision. The result? Today we bring new vehicles to consumers in less than 24 months, versus 42 in the past."

Ralph Szygenda, Group VP and CIO, General Motors

"In order for Goodyear's assets to be managed more effectively, we needed a holistic view of the entire infrastructure from a single point. HP's comprehensive OpenView management technology is providing us with a solution to manage our infrastructure from a single console, rather than the eight we were juggling before."

Steve Buckus, Worldwide Director of Research, Goodyear

"HP Consulting had the right managerial skills, the right technology for Toyota's business, and a respect for Toyota's culture. Its professionalism exceeded our expectations. Not only did HP consolidate and stabilize our existing infrastructure, but it also accelerated the process of building a more complete IS organization, with all the right procedures in place to support a growing, fast-changing business."

Arlen Biesiada, General Manager of Information Systems,
Toyota Motor Europe Marketing and Engineering

"HP's broad set of technology resources, worldwide services, and partnerships helps ensure that we can deploy Delphi's extensive vehicle systems know-how where our customers need it, when they need it."

Peter Janak, Vice President and CIO, Delphi

"We have made full use of HP's knowledge of mobile technologies, from wireless infrastructure management and implementation to wireless applications and mobile access devices."

Neil Davis, IT Development Manager, WilliamsF1



Key partnership with SAP

As HP's key partner in the automotive industry, SAP is the world's largest provider of enterprise software and the third-largest independent software supplier. More than 12 million users rely on collaborative business solutions from SAP. Together, HP and SAP have probably already faced—and solved—many of the challenges automotive companies encounter today.

The strengths of the HP and SAP partnership include these:

- More than 33,000 SAP installations run on HP systems.
- 50% of all SAP customers run on an HP platform.
- HP has more than 1,000 SAP consultants with more than 5,000 person-years of experience.
- HP is widely acknowledged as a leader in SAP management services.
- HP maintains one of the world's largest engineering staffs dedicated to SAP, working closely with SAP developers and SAP Research.

"Clients give high marks to HP's strength in SAP technical and platform expertise, as well as its rigor in project management."

Gartner *Magic Quadrant Research Note*, March 19, 2004

Find out more

For every business, innovating as a means of achieving or maintaining competitive advantage is not an option—it is a means of survival. In today's globally competitive economic climate, all organizations must review their internal and external processes in an effort to rid themselves of inefficiencies and increase their flexibility and responsiveness to change.

HP understands the challenges facing the automotive industry, knows where the opportunities are to create greater efficiencies and adaptability, and can extend that knowledge to your company. Every day we help forward-looking automotive companies seize innovative practices and technology to achieve business benefits and competitive results.

To find out more about how HP can help you in your business, visit us at: **www.hp.com/go/manufacturing**



To learn more, visit www.hp.com

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5982-7403EN, 07/2004



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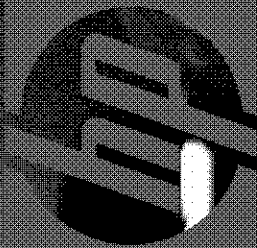
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HEWLETT-PACKARD
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Respondent.

EXHIBIT 11

Improving automotive industry outcomes



Automotive Industry Solutions



Decision-makers at automotive OEMs and Tier 1 suppliers are at a crossroads for the future of their companies. Excess capacity and ferocious competition, especially from low-cost entries into the global marketplace, are pressuring the bottom line and forcing a major re-evaluation of where margins can be increased, costs controlled, and market share gained or at least stabilized. Supply chains are growing more complex, and many OEMs find themselves unable to quickly meet market demands due to poor visibility into supply and demand chain dynamics, inflexible infrastructure and lack of common global business processes throughout their supply ecosystems. At the same time, empowered consumers expect more vehicle choices, a wider range of features, and better overall quality from the vehicles they purchase—all while demanding excellent fiscal value. They also want innovation, from rapidly refreshed or fully redesigned body styles to vehicle management systems and in-vehicle electronics that allow drivers and passengers to stay connected in more ways than ever before.

HP recognizes the industry challenges, and has identified where innovative business technology and proven best practices offer automotive manufacturers and their suppliers opportunities to improve collaboration, nurture innovation and drive efficient execution across their extended operations. The end-to-end HP automotive industry portfolio includes complete solutions as well as specific business technology capabilities that range from data management to product lifecycle management, supply chain visibility and optimization to high performance computing solutions for design simulations, logistics and customer service to warranty management, and more. Just as importantly, HP has broad and deep experience in developing and implementing modular, standards-based technology solutions for automotive manufacturers worldwide, as well as proven global delivery capabilities that reduce the risks and time frames for deployment and integration.

HP for automotive

HP technology and services are used by virtually all leading automotive manufacturers and their suppliers worldwide. Continuing this tradition of delivering world-class business technology for automotive manufacturing, HP, along with its partners, continues to drive research into the solutions, capabilities, tools and technologies that help automakers and their suppliers achieve the business outcomes they seek. HP services address three imperatives for the automotive marketplace:

• Innovation

More than ever, innovation is the key to growing revenue and market share in a crowded marketplace. HP business technology helps streamline the product development process and shorten the time from concept to delivery. HP data management capabilities deliver a "single version of the truth" to all players along the value chain, making it easier to develop and migrate innovative features across the model line; HP product lifecycle management capabilities cut the development cycle by removing the technology barriers between designers and suppliers; and HP high-performance computing solutions control costs by enabling modeling simulations and other product design operations to run faster and with less drain on design resources.

• Collaboration

Automotive manufacturing is a deeply collaborative process; there's a strong emphasis on working with other OEMs and auto suppliers to develop alternative fuel vehicles, new power train designs and in-vehicle electronics. HP capabilities and services speed collaboration for everything from new model development and assembly to logistics and warranty management, even across heterogeneous infrastructure and diverse geographies. Supply chain visibility solutions from HP improve transparency and accountability between suppliers and manufacturers; HP Halo studios effectively dissolve distance to bring engineers together no matter where in the world they are; and standards-based business intelligence and data warehousing capabilities from HP support common business processes across the enterprise, enabling faster sharing of accurate data between the design shop, the factory floor and the executive decision-makers.

• Execution

Cost pressures make operational excellence a necessity for today's automotive companies. HP capabilities in areas such as data center consolidation and application modernization help companies increase asset utilization, enhance infrastructure reliability and improve efficiencies all across the organization, which can lead to significant savings that can then be reinvested toward innovation. Whether companies need to implement radio frequency identification (RFID) technologies capabilities to track spare parts for assembly or warranty management, or manufacturing execution systems to coordinate activities on the assembly line, HP has proven, low-risk solutions and best practices that decrease costs, improve reliability and availability, and help improve execution across the global manufacturing environment.

Solutions and services from HP are designed to help spur top- and bottom-line revenue growth, reduce costs and control risk. These solutions are based upon HP Manufacturing Industry Reference Architecture (MIRA), a service-oriented architecture (SOA) that provides a unified, structured and consistent framework for constructing an explicit bridge or "line of sight" between IT and the desired business outcomes.

Areas of expertise include:

- Product development
- Manufacturing and quality control
- Sales, service and parts
- Supply chain and business services
- Enterprise infrastructure

The success of HP supply chain strategy is proven every day.

HP operates one of the world's largest global supply chains. Since late 2005, the optimization of the HP internal supply chain through best practices and technology deployments have brought dramatic improvements, including \$3 billion in operational savings.



Product development

The message to automakers is clear—deliver exciting and engaging new products to market quicker, at an optimal price and with outstanding quality. To help automakers achieve these positive business outcomes, HP offers a range of innovative business technologies and services that builds excellence in the product development process from end to end.

Some key HP solution and capability areas for automotive product development include:

- **Master data management/information lifecycle management for automotive**
To large extent, automotive design and manufacturing have become data-driven industries. OEMs and Tier 1 suppliers are increasingly inundated with data streaming from across the enterprise, from collaborative partners, suppliers and customers. Thousands of categories of data may need to be analyzed, shared and managed. Companies that are able to successfully turn this data into actionable insight will gain competitive advantage.
HP master data management (MDM) capabilities address acquisition, management and integration of data from across today's global automotive manufacturing supply and demand chains. A unified strategy is applied for the three phases of data management—capture, storage and distribution—for improved accuracy, accessibility and cost-effective control over the data. By helping automotive manufacturers arrive at a "single version of the truth," HP Master Data Management solutions enable faster, more informed decision-making across the extended automotive enterprise. HP information lifecycle management (ILM) solutions are designed to reflect that the business value of data changes over time. HP ILM solutions migrate data to lower-cost storage as appropriate, saving money while enabling the data to remain available as needed for optimal business decisions.
- **Product lifecycle management (PLM)**
Production runs for many vehicle models are becoming significantly shorter, with more buyers looking for customized configurations or niche vehicles that better fit their specific commercial requirements or personal lifestyles. These shorter product lifecycles are stressing the capabilities of legacy processes, infrastructure and applications, demanding greatly enhanced collaboration between product designers, parts and subassembly contractors, and all value chain partners who may be scattered around the globe.

Drawing upon a repository of field-proven best practices and standards-based, modular components that easily integrate with existing infrastructure, HP can design and implement a next-generation PLM strategy that can help companies respond faster to new market opportunities. The HP PLM portfolio includes:

- **HP Product Lifecycle Management Appliance**, a scalable solution featuring hardware, software and services that promote secure data consolidation and management for seamless remote collaboration. By enhancing the speed and accuracy of data management and transfer, new product design windows can be shortened.
- **HP Product Lifecycle User Simulation (PLUS)**, a simulation environment for testing product development processes featuring workshops and data modeling tools that help demonstrate the benefits and potential pitfalls of the initiative before full roll out occurs. This environment also establishes a foundation for the development and launch of maintenance and future services.
- **HP Software for PLM** allows comprehensive management, monitoring and testing for the end-to-end PLM environment. PLM depends on a stable, reliable, high-performance infrastructure for optimal availability and response. HP business technology optimization (BTO) products enable IT to manage the end-to-end PLM environment, increase application performance and availability and optimize PLM infrastructure through automated maintenance and testing.

- **High-performance computing for the automotive industry**

HP provides a portfolio of high-performance computing solutions that help product design teams improve productivity, collaboration and design validation capabilities. High-speed visualization tools allow design teams to construct, test and modify simulated models rather than time-consuming clay models. Offerings span low-cost single-CPU systems to high-end, switched-mode power supply systems and clustered computing solutions comprising hundreds of nodes and thousands of processors and multiple operating environments, as well as fully managed, on-demand computing resources.

- **Halo Studio**

Geographically-dispersed automotive companies and their suppliers must collaborate efficiently across the entire ecosystem. HP Halo Studios help companies work together around the world without ever leaving the office by allowing meeting participants to transparently share charts, diagrams and schematics across the highly secure Halo Video Exchange Network, a dedicated, delay-free fiber-optic network. Halo Studios allow companies to collaborate globally, which translates into quicker release of new models at lower cost and reduces the need for, or the impact of, engineering changes.



Manufacturing and quality

Central challenges for manufacturing and quality control include enhancing flexibility to handle multiple models on a single assembly line, integrating diverse systems, increasing the commonality of processes and systems, and ensuring consistent product quality across geographically and culturally diverse global manufacturing operations. Business technology systems need to be integrated, secured and made more reliable and available.

HP can quickly construct complete, end-to-end solutions comprised of modular, off-the-shelf components that produce rapid return on investment. Proven, standards-based HP business technology components and services enhance execution by tying together enterprise resource management, product lifecycle management, supply chain and other systems into a cohesive whole. These capabilities improve visibility and control over business information, enabling better execution of business processes and encouraging optimal business outcomes.

Key HP capabilities and solution areas for manufacturing and quality include:

- **Manufacturing execution systems**

HP offers system integration and high-performance data management strategies and technical capabilities, including providing seamless integration and connectivity for equipment and IT systems on the factory floor with enterprise-level applications and executive dashboards for real-time visibility of key performance indicators. This integration at the factory floor level minimizes downtime and maximizes production output.

- **Secure, high-availability infrastructure**

HP solutions, components and services utilize high-availability, massively scalable infrastructure that has been pre-tested and pre-integrated for greater uptime under demanding conditions. Unified infrastructure management improves control over heterogeneous operating environments and applications, while energy-efficient consolidation and virtualization strategies concentrate computing density and reduce the costs of operations and maintenance. Proactive HP security strategies help certify that data remains safe and available for all business needs, as well as environmental and regulatory requirements.

- **Cross-enterprise integration**

The move toward producing more vehicle models, but fewer units per model, means that manufacturers need greater flexibility. That requires integration across multiple enterprise systems, from assembly scheduling systems to workstation management systems to ERP systems. HP integration experts draw upon proven business technologies, such as Collaborative Business Infrastructure delivered in partnership with Microsoft®, as well as best practices to integrate data sources on the factory floor with factory-wide applications and within the overall enterprise and supply chain applications. Such cross-enterprise integration drives continuous process improvements that can enhance execution, reduce costs, shorten the time to deliver in-demand or assemble-to-order products to the dealer at the right time.

Sales, service and parts

Total customer satisfaction depends on customer's dealer experience, product excellence and after-sales service. In addition to customer satisfaction, OEM profitability is impacted greatly by the effectiveness of its demand service chain. HP business technology capabilities can support automotive sales and customer service professionals worldwide by providing linkage between dealer, OEM, logistic providers, service providers and the consumer. These linkages provide sales, marketing, service, spare part division and the OEM designers with current, accurate information so that they can better serve their customers.

Key HP capabilities areas for sales, service and parts include:

- **Dealer systems**

HP can help integrate and improve commonality among dealer systems, creating an adaptive infrastructure that optimizes the vital links between the consumer, dealer and OEM. This adaptive infrastructure helps to reduce business technology cost, improve security, reliability and availability of the system for the dealer and the OEM. This infrastructure also facilitates the delivery of the latest service details and software to the service points.

- **Service parts operations integration**

Customer satisfaction and brand loyalty are very dependent on the effective management of aftermarket parts and services. HP business technology optimization capabilities can help to integrate and manage automotive OEM and suppliers' systems for aftermarket parts, and provide dependable solutions to link OEM and suppliers globally.

- **RFID capabilities**

As a world leader in RFID technology, HP offers RFID capabilities that can help improve efficiency and cut costs by tracking parts during assembly, work-in-process tracking of vehicles as they are built, and tracking the vehicle after assembly, with RFID (active, passive, ultra-wide band, Wi-Fi enabled), GPS and other relevant technologies.

- **Warranty management**

HP successfully manages the warranty demands of more than one billion customers in 170 countries, and HP has actually shown a notable decrease in warranty spending as a percentage of total costs over the past few years, due to the implementation of innovative warranty technologies and strategies.

The HP Warranty Solutions portfolio and warranty-related capabilities address the complete strategic, tactical and operational aspects of warranty management. HP utilizes both warranty functional modules and specialized warranty point solutions for such critical requirements as early warning, advance reporting, tracking and analytics.



Supply chain and business services

Increase revenue, reduce cost and mitigate risk by improving collaboration, visibility and control over automotive supply chains that are expanding into new geographies and encompassing new partners. HP supply chain capabilities and services address the entirety of supply chain operations, from initial assessment and benchmarking of current operations to efforts to increase transparency and accountability to outsourcing of business processes to allow manufacturers to manage business outcomes while focusing on their core competencies.

The HP supply chain portfolio includes:

- **Supply Chain Assessment Services**

HP supply chain consultants measure current process flows and metrics data against industry best practices for procurement, logistics and global trade, as well as against desired business outcomes. The assessment services can enhance return on investment while lowering both risks and costs of supply chain evolution.

- HP is a SAP Global Services Partner, and runs one of the largest SAP installations in the world.
- HP has been an annual winner of the SAP "Award of Excellence" since 1985, and was the first SAP partner to achieve 50,000 SAP application implementations.
- HP has been rated #1 in customer support, outsourcing and responsiveness for mission-critical SAP environments by Gartner.
- More than 50 percent of existing SAP small and medium business customers use HP systems.
- HP is a market leader in SAP R/3 outsourcing services.

• Supply Chain Visibility

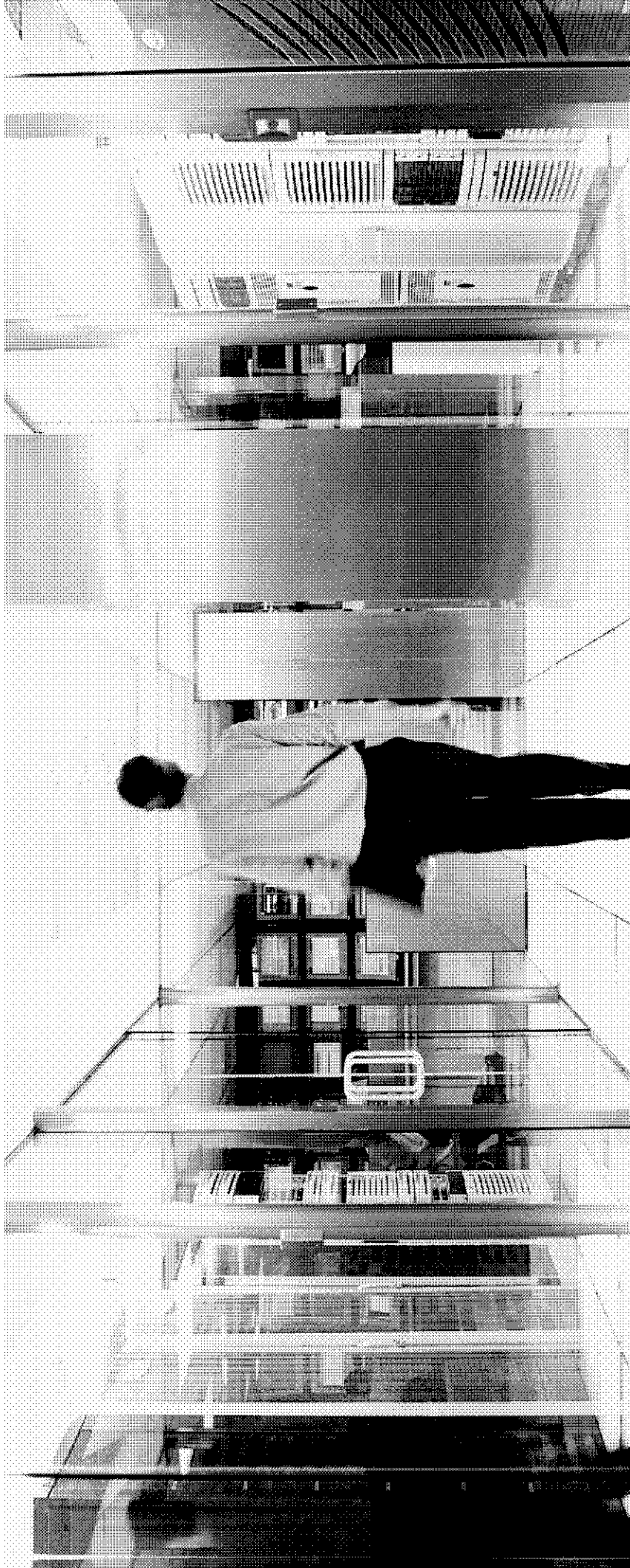
Visibility—the ability to know what's going on across the extended supply chain and take immediate corrective action when and where needed—is a key to thriving in the global automotive marketplace. HP Supply Chain Visibility capabilities combine key performance metrics, business processes, and proven best practices based upon the Supply Chain Council's Supply Chain Operations Reference (SCOR), and HP integrated global supply chain experience. Visibility also allows long-term supply chain optimization that enables improved strategic and operational decision-making and responsiveness.

• Enterprise Resource Planning—SAP

HP is the leader in the SAP environment design, implementation and management, and HP also has significant experience and capabilities in implementing IS-Auto. HP solution and capability areas include application implementation and business technology infrastructure services, and encompass conventional SAP implementations, SAP Enterprise portals, and design and deployment of Advanced Planning and Scheduling (APS) solutions, along with other supply chain management and optimization solutions. This framework gives automotive manufacturing companies a roadmap for implementing ERP solutions that help streamline and integrate their businesses, improve collaboration and reduce risk.

HP capabilities for SAP include:

- SAP implementation
- HP offers implementation, hosting and ongoing technical support for the mySAP Business Suite, from planning to deployment to management and operation of an efficient SAP R/3 system.
- SAP consolidation, upgrades and migration
- Mergers, acquisitions and organic growth have resulted in decentralized, heterogeneous SAP landscapes, straining operational and maintenance budgets. HP helps automotive manufacturers consolidate, migrate, and upgrade their SAP environments, including providing support for key SAP NetWeaver capabilities.
- SAP Business Services Management (BSM)
- Built on an enterprise service-oriented architecture (eSOA), HP BSM encompasses eSOA governance, quality and management, with elements for business process monitoring, governance and change management, test management and automation, synthetic transaction monitoring, and integrated incident management services. The solution is powered by the HP BSMconnect, Semi-Packaged Composite Application certified by SAP.



Enterprise infrastructure

HP strategy for designing and deploying business technology infrastructure is centered on helping companies streamline collaboration, spur innovation and improve execution. To achieve their desired business outcomes, automotive manufacturers must lower the costs of maintaining inefficient infrastructure, implement enhanced infrastructure monitoring, and establish repeatable, consistent business and security policies. HP offers leading-edge business technology backed with comprehensive lifecycle services, such as planning, consulting, design, analysis and implementation, all designed to improve return on existing assets and increase the benefit from all future technology investments.

Key HP services and solution areas for enterprise infrastructure include:

- **Business technology consolidation**

HP business technology consolidation capabilities target redundant and inefficient data bottlenecks and help eliminate infrastructure sprawl by consolidating data centers, networks and other infrastructure islands into fewer, centralized locations. Massively scalable HP solutions enable faster reaction to evolving market conditions and opportunities, and can significantly lower the costs of real estate and energy. Further, they can help deliver to HP customers and their ecosystem partners high levels of data availability, accuracy and security, with easier and less costly management.

• Infrastructure and application management

The pace of business has never been more frenzied; shorter design cycles demand improved flexibility, efficiency and availability from manufacturing applications and infrastructure. Modular, standards-based HP solutions and components offer a proven approach with robust management and control features for streamlined management and control throughout the lifecycle of composite applications and services. Integration with other HP Software products and third-party tools is enabled for greater return on existing business technology assets. And HP also offers fully managed hosting services that can reduce the total cost of ownership (TCO), mitigate risk and increase the business value of application environments.

• Business continuity and availability

Automotive manufacturers depend on access to critical IT services and information. HP helps these customers prepare for a broad range of threats to the availability and stability of core infrastructure. These threats might include communications disruptions, problems with certain applications, scalability issues due to unexpected customer traffic volumes, and even natural or man-made disasters. Our holistic approach features a mix of proactive and reactive services, which is tailored to the specific requirements of each customer. Through this approach, HP can help control exposure and reduce vulnerability, harden mission-critical operations, and increase the speed of recovery should a major catastrophe strike.

The HP advantage for automotive manufacturing

HP has a long history of supplying innovative technology and thought leadership to the automotive industry, and that legacy continues to grow. The HP solutions portfolio for automotive draws upon a large number of field-proven best practices that help drive innovation and improve collaboration, controlling costs while enhancing visibility and security all along the supply chain. HP focuses decades of expertise and partnerships with leading technology innovators into a powerful integrated team to assist the world's top automotive manufacturing organizations to meet their customers' needs.

HP delivers solutions, technologies and services arrayed across network infrastructure, network services, operations and business support, mobile solutions and end-user access. These solutions and services are based on open standards and feature planned upgrade roadmaps and technologies that support diverse operating environments and geographies. With expertise in developing, integrating, testing, installing and supporting the most complex deployments, HP provides a one-stop shopping approach that allows manufacturers to remain focused on business. And every HP solution is backed with the HP global delivery pipeline and locally available and experienced implementation and support teams that help reduce the risks and time frames for solution deployment and integration.

These innovative capabilities have made HP a major business technology supplier that is leading change in the automotive manufacturing industry. As the automotive industry continues to evolve, HP will be there to provide the solutions and services that keep it moving forward.

HP Services

Every HP solution leverages proven global experience that spans people, processes and technology. HP Services consultants understand the automotive industry, and can help companies get the most from their IT investments. HP Services can help in these critical areas:

- **Application Modernization Services**—These services offer a full range of mainframe transition services, current and future business need assessments, strategic and technological roadmaps for change, and monitoring services for the evolved application environments.
- **Mission Critical Support**—Onsite consulting and technical support is available at whatever level of service the organization desires, including Operational TSM to help benchmark IT processes against others.
- **Outsourcing Services**—HP offers a comprehensive portfolio of innovative and scalable sourcing options, so company personnel can focus time and resources on their core business.
- **Security Services**—HP has developed a detailed methodology for secure evolution of the manufacturing environment. Risk is minimized and both the data and the network are protected.
- **Financial Services**—HP Financial Services offers a range of creative and flexible financing options.

Across the globe, enterprise customers rely on HP Services to design, build, integrate and manage the IT systems that run their businesses. HP Services capabilities cover consulting and integration, outsourcing, support, and education services, all delivered by more than 69,000 services professionals in 170 countries. As the marketplace continues to evolve, HP Services will be there to help automotive OEMs and suppliers adopt and compete.

HP has:

- A track record of helping clients recover from more than 5,000 disasters
- One-stop shopping for solutions from planning to prevention to recovery
- Global reach, with more than 50 internationally located recovery facilities
- A collaborative approach that eases knowledge transfer
- Best practices-based methodology to analyze, build, integrate, manage, and evolve continuity solutions
- More experience with disaster-tolerant environments than any competitive vendor
- Flexible contract terms that address changing IT environments and business needs

For more information: www.hp.com/go/automotive

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4AA1-4190ENIN, July 2007



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

NARTRON CORPORATION

Petitioner,

v.

Cancellation No. 92050789

HEWLETT-PACKARD
DEVELOPMENT COMPANY, L.P.,

Respondent.

EXHIBIT 12

*****OVERSIZED FILE – ORIGINAL SENT WITH HARD COPY*****